

Serial No. 09/196,338  
In reply to Office Action mailed October 19, 2006  
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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Sean Handel et al.

Serial No.: 09/196,338

Filed: November 19, 1998

Title: A PERSONALIZED PRODUCT  
REPORT

Docket No.: 60021-302901

Group Art Unit: 3622

Examiner: A. Duran

Certificate of Mailing/Transmittal

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

I hereby certify that this correspondence is being facsimile transmitted to the USPTO (Fax. No. 571.273.8300) or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.

*Debra J. Bruck*  
Debra J. Bruck

Date: April 19, 2007

AMENDMENT AND RESPONSE TO OFFICE ACTION

Dear Sir:

This is in response to the Office Action mailed on October 19, 2006. Please consider the following amendments and remarks.

Amendments to the claims begin on page two (2) of this paper.

Remarks begin on page nine (9) of this paper.